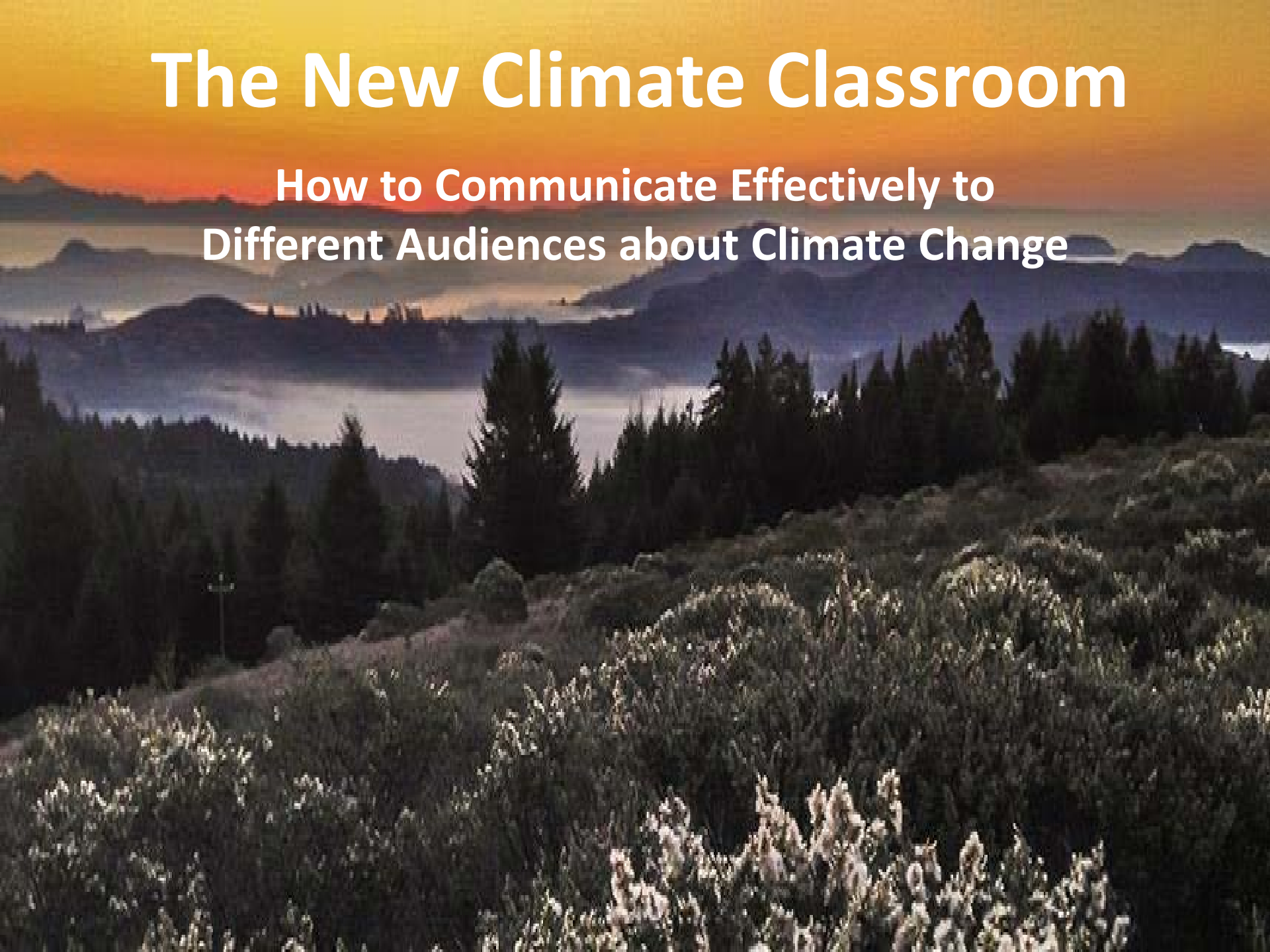


The New Climate Classroom

How to Communicate Effectively to
Different Audiences about Climate Change





Media as a partner for climate change communications

Robert Mather

Head, Southeast Asia Group, IUCN

World Parks Congress

Sydney, Australia

introduced public's already conditioned milieu messages major Hence makes
 beginning optimistic owners particularly Introduction points available work means key discussion interpretation provided Mass ways primary community attributed
 experience power Mills view rather industry opinion-making radio label fit elites also right might related elite
 issues transformations 19th rest role shift established relations stereotypes political propaganda content reasons persuasion particular able education different
 social theory society individuals new views comfortable World challenge suggests opinions
 Wright universal becomes societal sense even author publics evident provide others
 communities managing think However seen resistance distinction may
 viewpoints notion opinion generation official
 isolated intensity live unlike words sufficient terms discourse autonomy advances event need









CHALLENGES:

Climate Change is
Technical

Information is in
English



An organisation like IUCN needs to:

Make links between media and coastal communities

Explain things in simple terms

Involve the media in the process when possible



โครงการประกวดการผลิตรายการโทรทัศน์สำหรับ
เยาวชนระดับอุดมศึกษา (ครั้งที่ 4)
ประเภทแอนิเมชั่น เจ้าส้ม ภายใต้หัวข้อ
“Climate Change”

เงินทุนการศึกษามูลค่ารวม 1.5 แสน บาท













Thai PBS

The single biggest lesson:

Involve the media as a partner, don't just see them as a target. With a healthy partnership, anything is possible!

Living in a Changing Climate TV series



Thank you

www.iucn.org/sea-group

https://www.youtube.com/watch?feature=player_detailpage&v=JgJVvaIP2hA

